

“Let’s cross grains!”

Reach the gluten-free consumer in collaboration with the NCV

With the Crossed Grain trademark you can bring your gluten-free products to the attention of gluten-free consumers. The Crossed Grain offers the highest possible guarantee for consumers and producers that a product does not contain gluten. Consumers recognise a gluten-free product from this trademark, making the Crossed Grain the way to reach your gluten-free target group.

The Netherlands coeliac society (Nederlandse Coeliakie Vereniging, NCV) issues the Crossed Grain trademark (CGT) under licence to companies that are certified gluten-free.

An independent certification body carries out an audit in order to verify whether the products and production processes meet the safety requirements of the Association of European Coeliac Societies.



NL-345

International collaboration

The Crossed Grain trademark was developed jointly by the coeliac societies affiliated with the European umbrella organisation. The NCV issues the Crossed Grain at brand level under licence within the Benelux.

The growing gluten-free market

Due to the increased awareness of coeliac disease and its improved diagnosis, the demand for gluten-free products is expected to grow in the coming years.

Under-diagnosed

It is estimated that 180,000 people in the Netherlands have coeliac disease, but only 20% have been diagnosed. They know that a strict and lifelong gluten-free diet is essential.

1 in 100

180,000 people with coeliac disease in the Netherlands.

NCV: access to >50% of the target group

The Netherlands Coeliac Society has 20,000 members. The NCV therefore engages with more than half of the target group.



> € 70,000,000

In 2023, consumers spent more than € 70 million on gluten-free products, of which € 50 million on ambient products.

> 5% growth per year

The total market in gluten-free food is expected to continue to grow by 5% every year.



The benefits of using the international Crossed Grain trademark on your product packaging

1. Guaranteed gluten free = 100% certainty
2. Most trusted gluten-free symbol
3. Higher purchase intention
4. Target group accessible via NCV
5. You arrange the trademark together with the NCV

Reach the gluten-free consumer via the NCV:



Glutenvrij Magazine

The quarterly magazine of the NCV (circulation: 20,000)



www.glutenvrij.nl

Annually > 1 million page visits



Facebook > 18k followers



Instagram > 6.8k followers



Newsletter > 22k recipients

Crossed Grain licence holders receive 10% discount on the advertising rates.

Licence rates for Crossed Grain trademark

With the international Crossed Grain trademark on your packaging you can offer gluten-free consumers visible safety. The licence costs are calculated on the basis of the annual turnover of the licensed products. In many cases the licence fee is less than 1% of that turnover!

The European rates apply if your total turnover of the licensed products is or exceeds € 100,000 and your export of those licensed products is or exceeds 15% of that turnover.

Trust
Members give the trademark an average rating of **9**



“(CGT) gives me 100% certainty, while with other symbols I check the ingredients”

Purchase intention
80% are more likely to buy a product if the Crossed Grain is on the packaging

80%



“(CGT is an impartial logo, the others are from the manufacturers”

Recommendation
80% recommend products with the Crossed Grain


80%



“(100% certainty and no cross contact”

Easy
For 92% of members the Crossed Grain makes shopping easier

92%



“(Safe for people with coeliac disease”

Desire
93% want to see more products with the Crossed Grain in the shops

93%



“(Demonstrably and guaranteed gluten free”

The above figures were obtained from a survey (October 2021), commissioned by the NCV, conducted among more than 735 respondents in the Netherlands.

Licence costs for 2024

For both the national and European licence you receive a higher incremental discount as your turnover increases.

Start amount (only for the first year) € 500

European licence

Sales area Europe (including your own country)

turnover min.	turnover max.	rate	%
€ 0	€ 50,000	€ 1,000	2.00%
€ 50,000	€ 100,000	€ 1,500	1.50%
€ 100,000	€ 500,000	€ 2,500	0.50%
€ 500,000	€ 1,000,000	€ 4,500	0.45%
€ 1,000,000	€ 5,000,000	€ 6,500	0.13%
€ 5,000,000	€ 10,000,000	€ 10,500	0.11%
€ 10,000,000	€ 15,000,000	€ 15,500	0.10%

National licence

Sales area own country (the Netherlands, Belgium or Luxembourg)

turnover min.	turnover max.	rate	%
€ 0	€ 50,000	€ 750	1.50%
€ 50,000	€ 100,000	€ 1,000	1.00%
€ 100,000	€ 500,000	€ 1,500	0.30%
€ 500,000	€ 1,000,000	€ 2,500	0.25%
€ 1,000,000	€ 5,000,000	€ 5,500	0.11%
€ 5,000,000	€ 10,000,000	€ 8,000	0.08%
€ 10,000,000	€ 15,000,000	€ 10,500	0.07%

Reach the gluten-free consumer together with the NCV

The NCV is a flourishing patient association for people who have to follow a strict and lifelong gluten-free diet.

The NCV has 21,000 members, with on average 140 additional members every month.

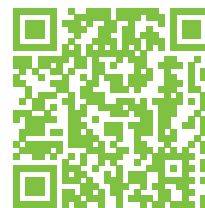
Do you want to reach these consumers?

Then please feel free to contact our licence manager

Andrea Newton-Wesselius via licentie@glutenvrij.nl

or +31 (0)35 - 695 40 02.

“LET’S CROSS GRAINS!”



Click on  or look via the QR code.